

9 SHOPIFY PRODUCT PAGE HACKS TO BOOST CONVERSIONS

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HI THERE!

Looking to turn more visitors into buyers on your Shopify store? You've come to the right place!



Welcome to your Shopify Product Page Hack Guide, and congratulations on taking the next big step in your pursuit of an online stream of income. I've been dropshipping for more than 10 years now and I'm thrilled to be your guide throughout this Shopify Product Page Hack Guide.

I wasn't always confident about my dropshipping ability... In fact, when I first started, I didn't know a thing about eCommerce. But with the desire to learn and \$29 to invest in a website, and I was able to build an online business that does over \$1,000,000 per year in sales.

I have been lucky to meet many people at this point who have enjoyed a similar success. I see them in person each year at the Drop Ship Lifestyle retreat, where hundreds of successful and aspiring dropshippers alike fly from across the world to share what's working in ecommerce and what's not.



All of the people behind these "success stories" have something in common: They they followed a **PROVEN FRAMEWORK** for success.

In this Shopify Product Page Hack Guide, I will share with you some of the most helpful, **PROVEN** techniques that lead to dropshipping success, especially at the birth or “launch” of a new Shopify store.

Ever since Shopify created the greatest eCommerce platform available, I’ve seen more and more people trying to get into the eCommerce game. They do their research, they built their stores, they pay for traffic, and they hope for success...

Some win and others lose - Of course, there are many different variables that play into the success of a dropshipping business. It’s possible to pick the wrong niche, to work with the wrong supplier, and to get the wrong type of traffic...

But the biggest mistake I see time and time again is that people are building Shopify stores with missing conversion elements that are necessary for success.

The purpose of this report is to outline 9 Shopify product page conversion elements that should lead to instant increases in conversions as soon as they are implemented.

If you are serious about this and ready to learn everything we do to build incredibly successful dropshipping stores on Shopify, then click the button below to get started pursuing your ideal lifestyle.

JOIN DSL FOR LIFE NOW!

1.EXPIRING COUPON CODE

2.OPTIMIZED HEADER WITH QUICK LINKS

3.EXIT INTENT OVERLAY

4.QUANTITY LEFTLINKS

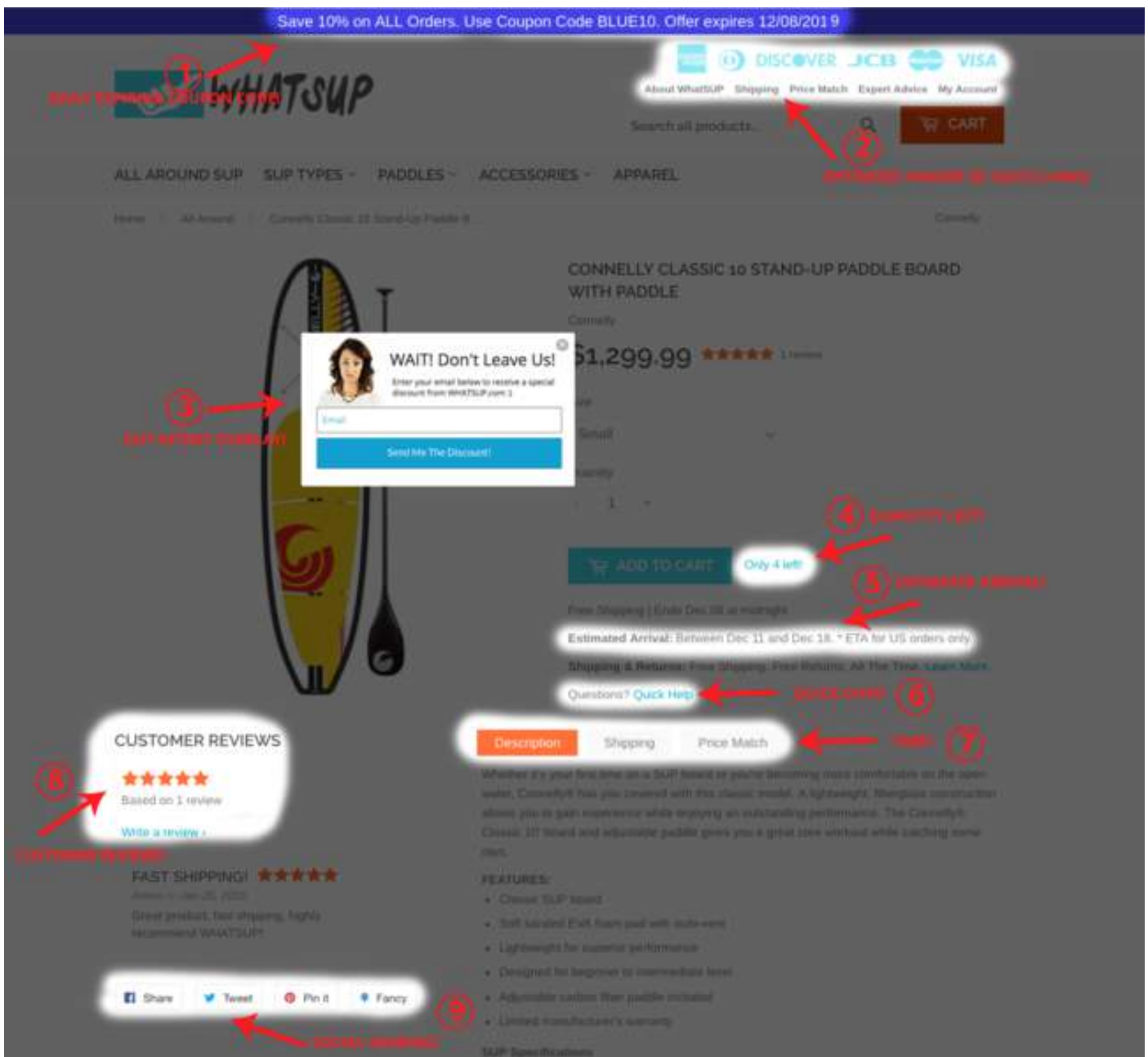
5.ESTIMATED ARRIVAL

6.QUICK CHAT

7.TABS

8.CUSTOMER REVIEWS

9. SOCIAL SHARING





1. EXPIRING COUPON CODE

As soon as I started experimenting with coupon codes my sales increased by 30%!

The best place to display your coupon code is in the header of your store. To do this, we use the Drop Ship Lifestyle Shopify app.

Above is the expiring discount bar that should be displayed on every page of your site. It is also important that it is “sticky” so it stays at the top as the customer scrolls down.

Also important is to **not** make it too subtle. There should be no reason why it doesn't catch the eye of everyone who visits your store!

You should experiment with different offers on your own site. What we have found to work best for us is switching between 5% off, 10% off, and free shipping.

Depending on the volume of traffic to your site you can also experiment with the coupon code expiring every night at midnight or have it expire biweekly. Regardless, using specific dates and times are key to success with this conversion hack.



2.OPTIMIZED HEADER WITH QUICK LINKS

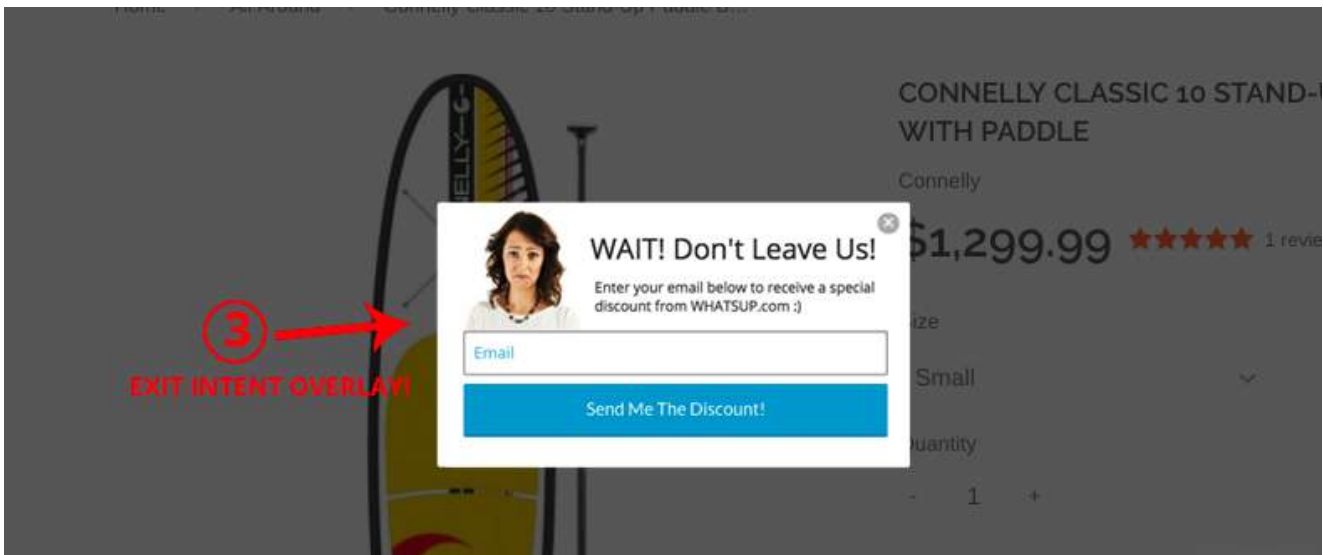
After noticing your (not-so-subtle) expiring discount bar, the visitor's eyes will naturally gravitate towards your header.

You will want to make sure that your header is optimized to instantly build trust to your store, while also giving the visitor access to information they will need before placing their order.

For credibility and trust, we add the logos of the credit cards that we accept. Not only does this show the visitor that we are, in fact, an eCommerce store, it also increases their trust in us by forming that association with reputable companies.

With quick links we make sure that our visitor can easily navigate to the pages on our site. Which in turn helps them to finalize their buying decision. We typically sell very expensive items on our stores. Because of that, anyone who places an order online with us will first almost always read through our About Us page, Shipping page, and Price Match page.

These pages are also all optimized to turn visitors into customers. Therefore you will want to display them as prominently as possible.



3.EXIT INTENT OVERLAY LINKS

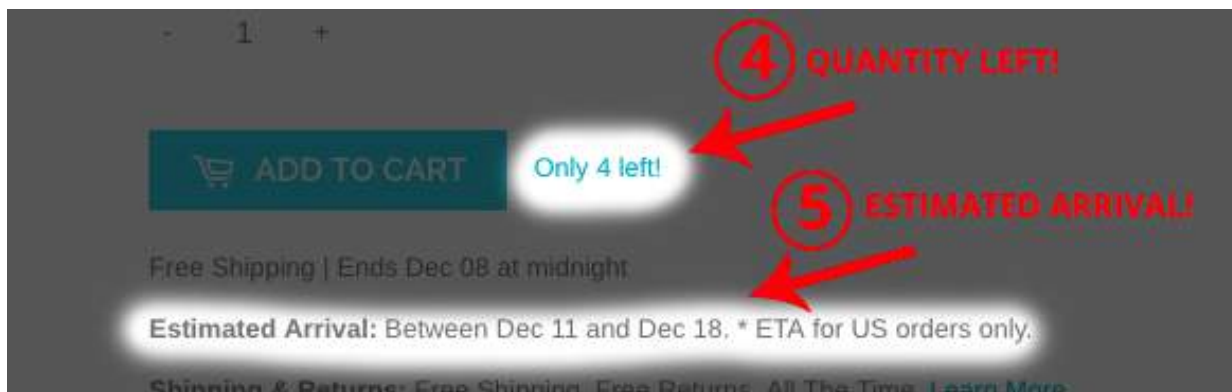
If you're buying traffic you really need to focus on getting the most value from every single lead that comes to your site.

Our mentality is that our leads should be targeted enough so that we have a 100% conversion rate. Now obviously, that's not possible but if you know that there is a very solid lead on your website, you don't want to give them the chance to just disappear.

To help start turning more "Lost Leads" into paying customers, you will want to go ahead and install Privy from the Shopify App Store. You will use this app for your exit content overlay. As soon as your visitor starts to navigate out of your website, you can have a message like the one above displayed on the screen.

I recommend modeling ours. As you can see, we use a face that is looking through the screen. You want to use a real person for this image. You'll also notice we use the headline, "WAIT! Don't Leave Us!" to grab their attention from there. Then we ask for their email address in exchange for a discount.

Remember, when buying traffic you need to optimize the value of every single lead and you cannot afford to let people slip away. Using this exit intent overlay technique is a great way to get one more shot at the sale and build a new email subscriber.



4. QUANTITY LEFT LINKS

Scarcity sells. It's very important to list how many products are left when you have a limited quantity.

It's important to note that this does not have to be done for all of your product pages. In our businesses, we only apply quantity left to our best sellers. This saves time while also allowing for those increased orders.

Try this out on your own store me know how it goes!

5. ESTIMATED ARRIVAL

One of the biggest questions that visitors will have prior to placing their order is "When will this item arrive?".

Don't make them call or email you to find out! If one of your competitors makes it easier for them to determine when they will get the item, then that competitor will get the sale.

BONUS TIP: While adding in text such as, "This Item Ships in 1 to 3 Days," is better than not having any information about shipping at all. You will still see an increase in conversions if you actually have a list of real dates and the window in which the item will be delivered, not shipped.



6. QUICK CHAT

While we always strive to get the sale without interacting with a customer, there are times when they will have questions prior to placing the order.

It is of extreme importance that we give the visitor a quick and efficient way to ask questions. Again, if one of our competitors answers the question before us, they will get the sale.

We use this "Quick Help" button to trigger a live chat window. The benefits of live chat are that you can answer the question if you're on your computer or have them forwarded to your phone for when you're out and about.

Either way, adding a Quick Chat button will lead to increased conversion rates!

7. TABS

Visitors want quick access to information, but they don't want to have to scroll forever to find the answers to questions.

This is why tab product pages help to keep the visitor on your page, and closer to that Add to Cart button. Depending on the niche, we will typically format our product page tabs as such:

Description | Shipping | Price Match

These are all things that potential customers will need to see before placing an order! By breaking them down into easy to view tabs, we are giving the visitor a better experience while keeping them close to the product that they want.



8.CUSTOMER REVIEWS

We now know that we need reviews from our best customers in order to drastically increase our conversion rates, but how can you display them?

The easiest way to get started is with the Shopify Review App. You should use this app directly under your product images for the biggest conversion increase.

Don't have any reviews yet? We recommend sending a post purchase email to all of your customers that links them back to review the product(s) they have purchased.



9. SOCIAL SHARING

As with the credit card logos, associating yourself with other large and well-known companies will instantly boost your perceived credibility in the eyes of visitors.

The platforms in which you encourage your visitors to share your products should be based on your niche. Most people think that adding social sharing buttons will simply lead to more exposure. While this is certainly true, you will also experience the added benefit of increased conversions.

CONGRATULATIONS

Now...If you haven't already, it is time to put your newfound knowledge into action! You can do this.

You deserve a second stream of income that is completely controlled by you, one that can work on whenever you choose and take a break from whenever you choose.

Or, if your goal is to create an online stream of income that can replace your 9-to-5 entirely so you can quit your job, you can achieve that as well – and you'll get it if you work hard and follow my proven system.

When I was first starting out in the eCommerce more than a decade ago, I remember how overwhelming the process of building an online business was.

One of the key things that enabled me to achieve success was ignoring the "I need to build a business" thought, and just focusing on the very next step I knew I had to take...the little but important next action that would take me that much closer to realizing my goal.

So, whether you're feeling overwhelmed by this or whether you're just excited and ready to get started, take that very next step. And then the next one after that. And before you know it, you'll be looking back at how far you've come as a successful business owner and entrepreneur.

WANT INSTANT ACCESS TO THE WORLD'S BEST ECOMMERCE COURSE WITH FREE UPDATES & MONTHLY CALLS... FOR LIFE?



As a leader in the field of eCommerce, I've experienced this first hand. With both my own stores, and the stores of 10,000+ students that I am proud to have as part of the Drop Ship Lifestyle family.

Here are a few quick facts about Drop Ship Lifestyle:

1. Drop Ship Lifestyle has thousands of members from over 30 different countries.
2. We have 1,000+ success stories from people of all different backgrounds.
3. In 2018, Shopify voted Drop Ship Lifestyle as the "Best eCommerce Course" in the industry.

This isn't about bragging or showing off. This is about giving you a proven path to follow that starts with your desire and ends with your success.

That path is paved by following my Blueprint, which has been created from more than 10 years of trial, error, optimization, and always working to create highly profile, semi-automated online stores.

Drop Ship Lifestyle is not just another course. It's an entire program that has been changing lives since I started it back in 2013!

Thousands of people have already said yes, and they're doing it. Are you ready to get started?

REGISTER NOW!

